



# full-line RESEARCH, inc.

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April 29, 1991

Mr. Andrew Schwartz  
Philip Morris USA  
120 Park Avenue  
New York, N.Y. 10017

Dear Andrew:

I'm writing to outline the specifications and cost for conducting a distribution study on a retail sample of 100 stores located in New York, New Jersey, Illinois or Houston.

The study will be conducted in a similar manner as the Dunhill distribution study that we just conducted for you in Los Angeles and San Francisco.

The sample will be designed to be representative of the complete set of stores that you will provide to us.

We will be measuring the presence and average retail price for all brands of cigarettes, if any, if the brands are not visible on the display, we will assume the brand name.

The stores selected will be used to estimate how many packs of cigarettes are sold each week in an average month. Estimated sales will be compiled for each brand, by trade class. This will be accomplished by adding the total estimated sales for this brand for all stores for the stores, in each trade class. The average trade class sales will be derived from space data.

We will also provide space in stores stocking. For each trade class, the total sales for the measured brand trade class and the % of total sales that each trade class accounts for. The study will take approximately 10-12 weeks to complete.

The cost for conducting this study is \$100 per store visited.

If you have any questions about the above please do not hesitate to call me.

Sincerely,

*Barry*  
Barry Chaikin  
President

BC/IF

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